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INSIDE "INSIDE..."

Late developments on regional inf offices...ACE awards...some newcomers here and there...visitors...a job opportunity...more on structures...and stuff like that are coming up inside "Inside..."

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BACK IN THE BALL GAME

Last week the Senate appropriations subcommittee held its markup session and restored the \$300,000 GPA requested for regional inf offices. So things are coming down to the wire...next step will be the full committee. Keep tuned.

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ABOUT THOSE FOODS

Also last week we indicated that the regional Agricultural Marketing Service (AMS) inf officers were monitoring transportation difficulties. Since then, with market news offices and more help from Office of Transportation offices, there have been daily reports on problems in the movement of perishable food commodities.

Much of the information USDA offices are gathering has been fed daily to the Department of Transportation for use in arranging adequate fuel supplies and protection through state officials for truckers who want to haul food supplies. By midweek, last week, major news stories seemed to indicate a worsening situation, but by Thursday news reports were saying goods were moving and truckers--many of them--were going back to work...crop and poultry production was getting back to normal.

Stan Prochaska, AMS, says his folks are still reviewing and reporting on the situation daily. Cautiously, we're saying reports now seem to indicate that there will be few shortages of foods in most markets.

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Q AND A ON STRUCTURE

Most of you probably have received by now a copy of a question and answer conversation with Secretary Bergland about the structure of agriculture. If you haven't gotten it and want it, write GPA's Press Division. It's a detailed summary of why the Secretary called for the structures dialogue, what he means by it and what's involved or likely to be involved as the situation develops.

Meanwhile, Bob Norton, who's handling inf for the structures group, tells us that an Issue Briefing Paper is about ready for distribution and dates and places for dialogue meetings are just about confirmed. As soon as everything gets put in place, we'll get the word to you on those sites. (By the way, Bob's telephone number is 202/447-3805.)

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NOW COMES BILL C.

A visitor last week to "Inside..." offices was Bill Carpenter, N.C. State U. Bill will be in and out of Washington for the summer...then probably will spend some long days and weeks here after September or October. He's to write and edit the final report of the extension evaluation study for Science and Education Administration (SEA). His hangout will be Room 6801, South Building, telephone (202) 447-7273.

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SORRY, NO WINNERS...

"Inside..." keeps getting ratings of those for sale publications distributed by the Consumer Information Center we challenged readers about several weeks ago. But still, no winners. As we mentioned earlier, it seems we all were influenced by the free publication preferences...nearly everyone who's sent us ratings placed Selecting and Growing House Plants first (it was sixth)...and put Exercise and Weight Control way down on their score (it was first).

* * *

...BUT HERE ARE A FEW

But here are some other winners...to be announced at the Agricultural Communicators in Education (ACE) national meeting next week in Newark, Del:

Reuben Brigham Award...presented to Orion Samuelson, farm director, WGN and WGN-TV, Chicago. Professional Award...presented to Hal R. Taylor, deputy director for information, GPA-USDA. Pioneer ACE Awards...presented to Gail McClure, U. of Minn.; Gordon C. Webb, Cornell; Lloyd B. Yerby, Auburn U.; B. Jeanne Gleason, New Mexico State; and Christine D. Quinn, Farm Credit Admin., Wash., D.C.

Awards of Excellence were presented to these folks for: teaching and research, James F. Evans, U. of Ill.; publications, Mark T. Allen, Mich. State; graphic design, George H. Taylor, Mississippi State; radio-television, Horace S. Tyler, Purdue; press, Joseph J. Marks, U. of Mo.

Marjorie Tennant, Ill.; Ed Furringer and Horace Tyler, Purdue; Dick Lee, U. of Mo.; Charles Voyles, Okla. State; Fred Jones, Del.; and Ken Anderson, now of Ariz. and formerly with 4-H in Chicago, all received 25-year awards.

Don Collins of the Fertilizer Institute received the Service Award and Jim Estes of Cornell received a special award for designing the new ACE logo.

Clifford Scherer, Iowa State, was recognized for writing the best ACE quarterly article. It was on "A Field Experiment in Equalizing the Distribution of Information."

In case you haven't already heard, major new ACE officers are: Lloyd Bostian, U. of Wis., president; Lorraine Kingdon, Wash. State, president-elect; Eldon Fredericks, Mich. State U., vice president.

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NEW GROUP TO CONTACT

Layne Beaty, GPA, reports about a fairly new organization, the National Broadcast Editorial Assoc., that spun itself off from the Radio Television News Directors Assoc. eight years ago. Layne participated as one of two government reps at a gathering of the new group a couple of weeks ago...says there are about 90 members and that they might provide a forum for op-ed type articles from us.

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NEWCOMERS? NOT REALLY

Alice Skelsey, SEA, has brought our attention to some "newcomers" in the inf world...Linda Benedict is new to Lincoln U. (Jefferson City, Mo.) as "communications systems specialist" or editor of publications and writer for press and radio and dealing with audiovisuals. She was on the Iowa State staff 6 years. Linda, by the way, is seeking a media assistant in graphic arts. Call Linda for details at (314) 751-3797.

And...Bob Ulrich, who was a public inf officer for the city of San Jose, has joined the U. of Calif. inf staff, assuming northern California responsibilities from the Davis campus. John Fox is on the Riverside campus covering southern California. John has been news director at KDB, Santa Barbara, a news producer for CBS, and news/writer editor for AP in Kentucky and New York.

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HOW ABOUT TENNESSEE?

G.W.F. (Dutch) Cavender, U. of Tenn., is hunting an ag comm specialist...we note he says "applications accepted until July 6 or until a qualified applicant is available," so a call might help.

Job is to write, edit and voice weekly radio programs, produce PSAs and TV shows for distribution to participating radio-TV stations, train extension personnel in broadcast use and help with the maintenance of media equipment.

A degree in ag comm or its equivalent, master's degree with experience is preferred. Dutch's address is Director, Office of Communications, Institute of Agriculture, P.O. Box 1071, Knoxville, Tenn. 37901. Phone: (615) 974-7141.

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NOW WAIT A MINUTE...

A few weeks ago while pestering John Pates and staff at South Dakota State, we ran into a list of "laws" that tell us why various things always go wrong. You know: Murphy's Law, which says if anything can go wrong it will...and so on.

After showing the list to Claude Gifford, GPA, we found that Giff himself has a few laws of his own. Best one he shared with us goes: "Gifford's Law of English...due to recent surveys, statistically significant data is now available to have proven without question that less than around 25¢ of today's writers in the nation's capitol--especially those whom have taken special training and now write like they are from the 'write like you talk' school--show the affect in being able to unquestionably write more clearly and succinctly than their forbears." (Should we add "sic"?)

* * *

WELL NOW...

All of which made us more alert when we read in Scott Fedale's U. of Idaho newsletter recently how to remember when and when not to use an apostrophe. Scott, or someone in Idaho swiped this about third hand: "It's is not, it isn't ain't, and it's it's, not its, if you mean it is. If you don't, it's its. Then too, it's hers. It isn't her's. It isn't our's, either. It's ours, and likewise yours and theirs."

* * *

A LUCKY SEVEN

Seven "new" agency inf directors toured GPA facilities the other day...some you've heard about but others we haven't had a chance yet to introduce to you via "Inside..." for some reason. Since we can't come up with an excuse, we'll at least offer their names, titles and telephone numbers in case you might need them someday.

Sharon Armann, acting dir. of legislative affairs and public inf, Food and Nutrition Service, 447-8138.

Marilee Menard, dir. of inf and legislative affairs, Food Safety and Quality Service, 447-7943.

Rollie Olson, dir., inf div., Agricultural Stabilization and Conservation Service, 447-5237

John Roney, dir. of inf, World Food and Agricultural Outlook and Situation Board, 447-5447.

Harlan Severson, Asst. to the Administrator, Rural Electrification Administration, 447-5606.

Alice Skelsey, chief, inf staff, Science and Education Administration, 447-2750.

George Vohs, asst. manager for legislation and public affairs, Federal Crop Insurance Corporation, 447-3287.

Area code for all numbers is 202. You from out of town...if you too want a tour, let us know when you're coming and we'll see what we can do.

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LET'S HEAR IT FOR
HIGH QUALITY!

And at another session earlier this week, reps from GPO explained to all agency inf directors and printing officers the "attributes of printing quality" program GPO and various groups around town have been attempting to develop. Machine measured quality now looks possible for those high quality jobs and, hopefully, will help assure us all that we get what we pay for.

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FNS INF GATHERS

Still earlier, regional inf officers for Food and Nutrition Service gathered in D.C. for updating on programs and activities. They included Catherine H. Jensen, Burlington, Mass.; Joseph Dunphy, Robbinsville, N.J.; Ted Hightower, Atlanta, Ga.; Martha Cashion, Chicago, Ill.; David de Hoyas, Dallas, Tex.; Craig Forman, Denver, Colo.; and Dick Montoya, San Francisco, Calif.

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